REMARKS

Applicants thank the Examiner for the very thorough consideration given the present application.

Claims 1-21 are now present in this application. Claims 1, 11, 13 and 18 are independent. Claims 1, 11, 13, 15, 16 and 17 have been amended.

Reconsideration of this application, as amended, is respectfully requested.

Examiner's Interview

Applicants wish to thank the Examiner for the courtesies extended to Applicant's representative during the interview, which was conducted on July 23, 2003. An Examiner Interview Summary was made of record. During the interview, Applicants' representative asserted that Suh fails to disclose or suggest automatically resizing said menu element in accordance with the size of the screen on which the menu is displayed. The Examiner agreed with the Applicants' assertion.

Claims 1, 11 and 13 have been amended in the manner discussed during the interview, and are believed to place the application into condition for allowance. Accordingly, reconsideration and allowance of the present application are respectfully requested.

Rejections under 35 U.S.C. §103

Claims 1-17 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Suh and U.S. Patent No. 6,141,003 to Chor et al. (Chor). This rejection is respectfully traversed.

Without conceding to the appropriateness of the Examiner's rejection, Applicants respectfully submit that claim 1 has been amended to recite a combination of elements in a method for displaying a menu of a TV, including *automatically resizing said menu element in accordance with the size of the screen on which the menu is displayed*. Claims 11 and 13 have been similarly amended. This feature is neither disclosed nor suggested by the prior art of record, including Suh and Chor.

In particular, Suh discloses that a program ROM 212 stores a program necessary for the operation of the system, *font data*, various kinds of decoding programs and data (see Suh, Col.4, lines 21-23). The Examiner suggests that because font data is stored in program ROM 212 of Suh, a capability is provided therein to automatically resize menu elements such as icons. The Examiner's suggestion extends even further to reach an assertion that this automatic resizing is performed according to the size of the screen on which the menu is displayed.

Applicants respectfully submit that the mere existence of font data does not produce the ability to resize. Applicants would further venture to say that a feature that provides for resizing of fonts (for an actual picture or a menu

element) on a screen is rarely, if not ever, available even as a *manual adjustment* option. Font data, however, undoubtedly exists in many display devices today (else display would not be possible). Therefore, the fact that font data is stored somewhere is expected, but it is of no consequence with respect to the above-recited feature of the Applicants' claimed invention.

Particularly, Suh fails to disclose or suggest *automatically resizing said menu element in accordance with the size of the screen on which the menu is displayed*, as recited in independent claim 1 (as amended) and similarly stated in independent claims 11 and 13 (as amended). Chor cannot fill this vacancy.

Further, Applicants note that in the "Examiner's Response" (on page 9 of the Office Action) it is suggested that based on the selected screen mode Figs. 3a/b/c/d/e of Suh determines the size of the displayed screen and associated signal. Applicants respectfully submit that the size of the display screen and the size of a picture associated therewith is *not to be confused with the size of menu elements* such as icons and characters. The device of Suh cannot adjust the size (resize) of menu elements. Accordingly, reconsideration and withdrawal of this rejection are respectfully requested.

Dependent Claims

Claims 2-10, 12 and 14-17 depend, either directly or indirectly, on independent claims 1, 11 and 13. Since neither Suh, nor Chor, discloses or suggests the above-recited features of independent claims 1, 11 and 13, neither

Suh, nor Chor, either singly, or in combination can render claims 2-10, 12 and 14-17 obvious to one of ordinary skill in the art. Reconsideration and withdrawal of this art grounds of rejection is respectfully requested.

Claims 18-21

Claims 18-21 have been added for the Examiner's consideration. Independent claim 18 recites a combination of elements in a method of displaying a menu in a TV screen, including automatically resizing the interactive icons based on a ratio between the initially reduced icon size and a size of the menu-display screen. Applicants respectfully submit that this combination of elements as set forth in independent claim 18 is not disclosed or made obvious by the prior art of record, including Suh and Chor.

Particularly, after the menu display screen of the Applicants' claimed invention is determined in step S200, the size of one or more interactive icons of an interactive menu is initially reduced to a predetermined size (e.g., default size) in S310 (see Applicants' FIG.5). Thereafter, the size of the menu icons is further automatically adjusted (resized) based on a ratio between the initially reduced icon size and a size of the menu-display screen. For example, if it is determined in step S320 that the size of the menu-display screen is not large enough (too small) to properly display the initially size-reduced icons, the size of the icons is further reduced (resized) such that all icons can be properly displayed on the menu-display screen. On the other hand, if it is determined in step S320 that the

initially reduced icon size is too small in comparison with the size of the menu-display screen, and then the initially size-reduced icons are enlarged in step S500.

Therefore, Suh does not disclose or suggest including automatically resizing the interactive icons based on a ratio between the initially reduced icon size and a size of the menu-display screen, as recited in added claim 18. Chor cannot supply the deficiency of Suh.

Applicants submit that claims 19-21 depend, either directly or indirectly, from independent claim 18, and are therefore allowable based on their dependence from claim 18, which is believed to be allowable.

Consideration and allowance of claims 18-21 are respectfully requested.

Conclusion

All of the stated grounds of rejection have been properly traversed, accommodated, or rendered moot. Applicants therefore respectfully request that the Examiner reconsider all presently outstanding rejections and that they be withdrawn. It is believed that a full and complete response has been made to the outstanding Office Action, and as such, the present application is in condition for allowance.

If the Examiner believes, for any reason, that personal communication will expedite prosecution of this application, the Examiner is invited to telephone

Percy L. Square, Registration No. 51,084, at (703) 205-8034, in the Washington, D.C. area.

Prompt and favorable consideration of this Amendment is respectfully requested.

Attached hereto is a marked-up version of the changes made to the application by this Amendment.
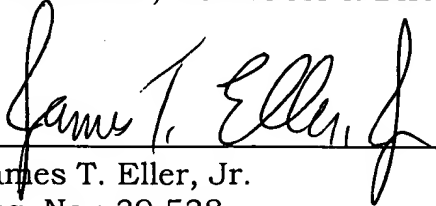
Pursuant to 37 C.F.R. §§ 1.17 and 1.136(a), the Applicants respectfully petition for a one (1) month extension of time for filing a response in connection with the present application and the required fee of $110.00 is attached herewith.

If necessary, the Commissioner is hereby authorized in this, concurrent, and future replies, to charge payment or credit any overpayment to Deposit Account No. 02-2448 for any additional fees required under 37 C.F.R. §§ 1.16 or 1.17; particularly, extension of time fees.

Respectfully submitted,

BIRCH, STEWART, KOLASCH & BIRCH, LLP

By: _James T. Eller_____

James T. Eller, Jr.
Reg. No.: 39,538

JTE/PLS: asc

P.O. Box 747
Falls Church, Virginia 22040-0747
Telephone: (703) 205-8000

Attachment: Version with Markings to Show Changes Made

VERSION WITH MARKINGS TO SHOW CHANGES MADE

In the Claims:

The claims have been amended as follows:

1.   (Three Times Amended) A method for displaying a menu of a TV comprising the steps of:

setting a screen display mode to simultaneously display two or more screens on a TV, including;

determining whether or not a menu key is input to display interactive program specific information including broadcasting program information;

determining which screen display mode is the current screen display mode if it is determined that said menu key is input; and

displaying an interactive menu element including an icon in a menu display area depending on the screen display mode, ~~by automatically resizing said menu element in accordance with the size of the screen on which the menu is displayed~~.

11.   (Three Times Amended) A method for displaying a menu of a TV comprising the steps of:

setting a screen display mode to simultaneously display a plurality of screens on a TV;

setting one of the plurality of screens as an interactive menu display screen wherein a user may select program specific information from said menu, including broadcasting program information; and

displaying an interactive menu element showing said program specific information, including broadcasting program information on the menu display

~~screen, by automatically resizing said menu element in accordance with the size of the screen on which the menu is displayed~~.

13. (Twice Amended) A method of displaying a menu in a TV screen, comprising the steps of:

determining whether a menu key is input by a user to display an interactive menu for program specific information including broadcasting program information on a TV screen;

determining which display mode is the current display mode if said menu key is input;

dividing said TV screen into two or more first sub-display screens or into a main-display screen and one or more second sub-display screens according to which mode is determined to be the current display mode;

setting one of said first or second sub-display screens as an interactive menu-display screen;

automatically [adjusting sizes] resizing of one or more interactive icons of said menu in accordance with the size of the screen on which a menu is displayed, so as to be distinguishably recognized by said user when displayed on said menu-display screen; and

displaying [said size-adjusted] the resized icons on said menu-display screen.

15. (Amended) The method of claim 13, wherein [said size adjusting] the automatically resizing step includes the steps of obtaining a first ratio between a region on which the menu is to be displayed and a region in which the menu is occupied, and reducing the size of the menu at a predetermined ratio if said first ratio is less than 100%.

16. (Amended) The method of claim 13, wherein [said size adjusting] the automatically resizing step includes the step of expanding or reducing a size of a text portion being included in each of said icons.

17. (Amended) The method of claim 13, wherein [said size adjusting] the automatically resizing step includes the step of expanding or reducing a size of a graphical portion being included in each of said icons.

Claims 18-21 have been added.